

E-Business

Individual or Team Event Performance Event with Judge Q & A

Regulations

- *Refer to National Competitive Event Guidelines for description and procedures.*

Eligibility

- Each local chapter may submit one (1) entry that may be created by an individual member or by a team, not to exceed three (3) members, to compete in this event.
- No more than one (1) team member may have competed in this event at a NLC or have competed more than two (2) years at the national level.
- No more than one member in a team of two or two members in a team of three may be substituted should circumstances arise that warrant the substitution.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- Student members, not advisers, must prepare the project.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA does not count as an event.
- **The Statement of Assurance** (found in the Competitive Event Guide or on the Wisconsin FBLA website) event form must be submitted to the RLC Host School by the **third Friday in January** or to the State Office **by the first Wednesday in March**, depending on level of competition.

Copyright and Fair Use Information

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Copyright information is provided in the FBLA Format Guide. You may also use the following Web sites as a reference:

- Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>
- U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

Procedures

The 2014 topic will be:

Create a site for a touring band, speaker, or author. Include event schedules, blog, music/book sales, social media links, individual/group biography, ticket purchasing interface, etc. Information may be fictitious.

- This prejudged event will be judged according to the National Competitive Event Guidelines rating sheet.
- The product or service may be real or fictional.
- The website must be available for viewing on the Internet at the time of judging prior to SLC.
- An official event entry form must be completed by the chapter adviser using the Conference online registration system.
- Any photographs, text, trademarks or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
- The use of templates must be identified at the bottom of the home page.
- E-business sites should be designed to allow for viewing by as many different platforms as possible.

E-Business – Continued

Administration of Events

RLC	SLC
URL of E-business site must be entered in the online RLC Conference Registration site at the time of registration. No additional work may be done on the site between the third Friday in January and the RLC.	URL of the E-business site must be entered in the online SLC Conference Registration site at the time of registration. No additional work may be done on the site between the first Wednesday in March and the SLC.
A statement of assurances is a required part of the submission.	A statement of assurances is a required part of the submission.
	The top 8 finalists will give a 7 minute presentation to a team of judges at the SLC. Finalists and schedules will be posted at SLC, not before.
	An online connection for presentation purposes will be provided.
	Chapters must provide their own audio/visual equipment, except screens. A copy of the presentation must be provided by the chapter.
	Five minutes will be allowed for the setup of equipment.
	Judges may ask up to 3 minutes of questions after the presentation.
	At least one team member must conduct the presentation; however all team members must register for the SLC.
Top THREE finishers advance to SLC competition.	Top THREE finishers advance to NLC competition.

Performance Event with Judge Q & A

Teams will have seven (7) minutes to present the case to describe the program. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.

Following the presentation, judges will conduct a three (3) minute question-answer period.

Judging

- All decisions of the judges are final.
- The rating sheet(s) the judges will use are found in the Wisconsin Competitive Event Guidelines.



FBLA E-BUSINESS Production Rating Sheet

Revised 2011-12

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Format is consistent and appropriate projecting a good image of the company while maintaining a balance between design and functionality	0	1-7	8-14	15-20	
Graphic design shows creativity, originality, and supports topic	0	1-3	4-7	8-10	
Page elements are effective without being distracted	0	1-3	4-7	8-10	
Shopping Experience					
Catalog information is organized in a logical and meaningful manner. Navigation path allows customers to make purchasing decision easily	0	1-7	8-14	15-20	
Product information is useful, informative, and adequate. If product images are used, they download quickly	0	1-3	4-7	8-10	
Site clearly explains shipping and handling procedures, return policies, and product or service guarantees	0	1-3	4-7	8-10	
Customer experience is quick and easy enough to bring the customer back and keep the customer from going to competitors	0	1-3	4-7	8-10	
Site allows customer to provide feedback/comments	0	1-3	4-7	8-10	
Shopping Cart Implementation					
Shopping cart is easy to use and understandable and features are clearly explained	0	1-3	4-7	8-10	
Customer can easily add items to and delete items from the shopping cart	0	1-3	4-7	8-10	
Obvious navigation path to the cash register	0	1-3	4-7	8-10	
Customer can get back to shopping easily from shopping cart	0	1-3	4-7	8-10	
Order form is easy to understand and complete	0	1-3	4-7	8-10	
Adequate information is provided for confirmation of a successful transaction	0	1-3	4-7	8-10	

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Technical					
Proper use of grammar, spelling, punctuation, etc.	0	1–3	4–7	8–10	
Site is free of broken links and error messages	0	1–3	4–7	8–10	
Site is compatible with multiple browsers & platforms	0	1–3	4–7	8–10	
Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the home page	0	1–3	4–7	8–10	
Subtotal					/200 max.
Penalty Points: Deduct five points for not following guidelines.					
Penalty Points: Deduct five points for not submitting Statement of Assurance.					
Total Points					/200 max.

Name(s): _____

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments:



FBLA E-BUSINESS PERFORMANCE Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describe development of the topic	0	1-5	6-10	11-15	
Demonstrates the customer's shopping experience		1-5	6-10	11-15	
Explain the use and implementation of technology	0	1-5	6-10	11-15	
Explain the development and design process	0	1-5	6-10	11-15	
Copyright information is noted in credits	0	1-3	4-7	8-10	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

Name(s): _____

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments: